Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

1.– 28. (cancelled)

29. (currently amended) A method for processing customer leads comprising:

configuring a lead processing system, including

accepting a specification of a plurality of users of the system, and

accepting a specification of a plurality of rules for determining at least one action of the lead processing system with respect to the users, the rules being based on attributes of the users;

accepting at least one customer lead;

routing the at least one customer lead through the lead processing system in accordance with the rules; and

tracking and reporting an advancement of the at least one customer lead through the lead processing system.

30. (previously presented) The method of claim 29, wherein the rules comprise prioritization rules for assigning a priority to a lead based on at least one attribute of the lead.

31. (previously presented) The method of claim 29, wherein the rules comprise assignment rules for assigning the leads to one or more users.

32. (previously presented) The method of claim 29, wherein the rules comprise attachment rules for determining additional information to be attached to the leads prior to further routing of the lead.

33. (previously presented) The method of claim 32, wherein the additional information comprises specifications of a product associated with the lead.

34. (previously presented) The method of claim 32, wherein the additional information comprises documentation of a program to facilitate the sale of at least one of a product and service associated with the lead.

35. (previously presented) The method of claim 29, wherein the rules comprise workflow rules for optimizing a flow of leads through the system to facilitate a rapid lead response and a high rate of lead closure.

36. (previously presented) The method of claim 29, wherein a particular user selects at least one rule to be applied to that user.

37. (previously presented) The method of claim 29, wherein tracking and reporting an advancement of the at least one customer lead includes generating at least one performance report comprising a metric of a performance of at least one of:

    (i)   a source of the leads, and

    (ii)   at least one of the users.

38. (previously presented) The method of claim 37, wherein the source of the leads includes a marketing campaign.

39. (previously presented) A lead management system comprising a lead management server, including:

    a rules and profile storage module for storing a specification of a plurality of:

    (i)   users of the system, and

    (ii)   rules for determining at least one action of the system with respect to the users, the rules being based on attributes of the users;

    a lead import module for importing and accepting at least one customer lead;

    a lead storage module for storing the at least one customer lead;

a rules engine for implementing the rules, wherein the rules engine is

configured to route at least one of the customer leads to at least one of the

users in accordance with the rules; and

a tracking and notification module for tracking the at least one customer lead

through the lead management system and reporting a status of the lead to

at least one of the users.

40. (previously presented) The lead management system of claim 39, wherein the rules

comprise prioritization rules for assigning a priority to a lead based on at least one

attribute of the lead.

41. (previously presented) The lead management system of claim 39, wherein the rules

comprise assignment rules for assigning the leads to one or more users.

42. (previously presented) The lead management system of claim 39, wherein the rules

comprise attachment rules for determining additional information to be attached to

the leads prior to further routing of the lead.

43. (previously presented) The lead management system of claim 42, wherein the

additional information comprises specifications of a product associated with the lead.

44. (previously presented) The lead management system of claim 42, wherein the

additional information comprises documentation of a program to facilitate the sale of

at least one of a product and service associated with the lead.

45. (previously presented) The lead management system of claim 39, wherein the rules

comprise workflow rules for optimizing a flow of leads through the lead management

system to facilitate a rapid lead response rate and a high rate of lead closure.

46. (previously presented) The lead management system of claim 39, wherein a particular

user selects at least one rule to be applied to that user.

47. (previously presented) The lead management system of claim 39, wherein the tracking and notification module generates at least one performance report comprising a metric of a performance of at least one of:

      (i)   a source of the leads, and

      (ii)   at least one of the users.

48. (previously presented) The system of claim 47, wherein the source of the leads includes a marketing campaign.